Sticky Situation Survey

Investigating the problem of gum stuck on shoes

*Please circle your answers*

1. Gender: Male Female
2. Which age group do you belong to?

Under 9 9-15 16-22 23-29 30-36 37-43 44+

1. What shoe size do you wear?

*Circle both numbers if you are a half-size*

5 or under 6 7 8 9 10 11 12 13 14 15+

1. Approximately how many pairs of shoes do you acquire (receive/buy) each year?

0 1 2 3 4 5 6 7 8 9+

1. How often do you chew a piece of gum?

Constantly hourly daily weekly monthly yearly never

1. Has gum ever gotten stuck to the bottom of your shoe?

Yes No

1. About how many times in the last year?

Does not apply 1 2 3 4 5+

1. **Do you think** it is a hassle to remove the gum stuck on a shoe?

Yes No

1. Is there a certain place that you have noticed gum on the ground? *Circle all that apply*

subway school office airport mall city sidewalk other\_\_\_\_\_\_\_\_\_\_\_

*Turn over*

1. What time of year (season) have you noticed gum gets stuck to shoes most often? *Circle all that apply*

summer fall winter spring

1. Do you know of a method that can **prevent** gum from sticking to the bottom of shoes?

Yes No

If yes, what is it? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How **would/have** you removed the gum from the bottom of a shoe? *Circle all that apply*

peanut butter method adhesive remover scraping method did not remove

other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If a product was invented for the bottom of shoes which provided resistance to gum, would you be interested in buying the product?

Yes No

1. How much would you be willing to spend on such a product (per pair of shoes)? *Circle only one*

Does not apply $1-3 $4-7 $8-12 $13-16 $17-20 $21+

If not, why?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_